

231 S. 3rd St
After



The Visual Improvement Program provides a property owner and/or business owner with financial assistance for undertaking exterior rehabilitation to commercial, industrial or mixed-use properties located in the city of Las Vegas Redevelopment Area.

The city of Las Vegas Redevelopment Agency will provide grant funds, in the form of a cash rebate, to property owners and/or business owners for pre-approved qualified exterior improvements undertaken by the applicant in an effort to enhance the physical appearance of a property's exterior.

There are currently two variations of the Visual Improvement Program available:

- Commercial VIP – Participants may qualify for a maximum of \$50,000. Available to all properties within the city of Las Vegas Redevelopment Area.
- Entertainment VIP - Participants located within the Fremont East District that have a Tavern-Limited license may qualify for a maximum of \$75,000 for inline properties and \$95,000 for properties at intersection corners.



CITY OF LAS VEGAS
REDEVELOPMENT AGENCY

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Visual Improvement Program



The Visual Improvement Program was established to encourage the rehabilitation of Downtown Las Vegas' commercial, industrial and mixed-use properties which can enhance the physical appearance of the area and improve the overall economic viability of Las Vegas' downtown core.

These goals and objectives of rehabilitation can be accomplished by encouraging commercial, industrial and mixed-use property owners along with long-term tenants to reinvest in and renovate their properties. The Visual Improvement Program is intended to improve the aesthetic nature of properties and to assist in bringing properties up to current building and property code standards.

In addition, the program intends to act as a catalyst for others within the community to consider rehabilitation of their own properties with or without participation in the Visual Improvement Program.

511 Fremont St.
Entertainment VIP



Participant Comments

"City Council voted unanimously in favor of our [VIP] and we send this letter in appreciation and gratitude...the design and quality of our new chapel will add greatly to the beautification of downtown Las Vegas."

Cliff P. Evarts, founder/CEO
Vegas Wedding Chapel
Third Street and Bonneville Avenue

"Downtown is undergoing a renaissance and I wanted to be a part of the "new downtown". The city's commitment to the revitalization, via the VIP program and the creation of the entertainment district, was an instrumental incentive to locate my nightclub in the entertainment district."

Michael Cornthwaithe, owner
Downtown Cocktail Room
111 Las Vegas Boulevard South

"This program provided us with the incentive to locate our nightclub in the new downtown entertainment district and assisted us to upgrade our neon sign substantially."

Aaron Chepenik, partner
The Griffin
511 Fremont Street

All qualified exterior improvements must be pre-approved and must be visible from the public right-of-way.

Qualified exterior improvements that will be considered include:

- painting
- doorways
- signage
- awnings
- cleaning
- lighting
- landscaping
- parking lots
- tuck pointing
- façade repair
- window repair
- window tinting

Demolition and/or expansion of existing structures or signage may be eligible when undertaken as part of an overall renovation project to benefit the appearance of the property.



To ensure that the RDA's investment in the project is maximized, the applicant is required to provide a 100 percent matching contribution to the granted funds. The applicant's matching contribution must be evidenced by paid invoices and cancelled checks before the RDA will commence reimbursements.

Please contact the Redevelopment Agency to receive a copy of complete program details and an application.